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**ELECTRIC VEHICLE PURCHASE INTENTIONS AMONG MILLENNIALS IN  
JABODETABEK: AN ANALYSIS OF THE THEORY OF PLANNED BEHAVIOR  
AND MOTIVATION WITH GENDER AS A MODERATOR**



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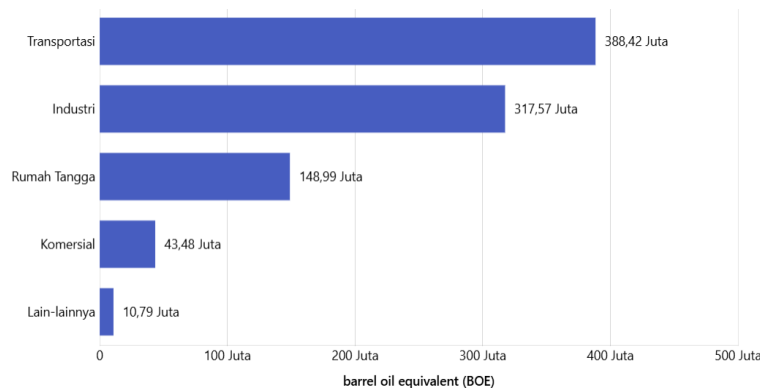
**Abstract**

Global warming can be caused by various sectors, one of which is the transportation sector. The use of gasoline is one of the main contributors to energy consumption. Conventional cars typically use gasoline as fuel to support the mobility of their users. The use of this fuel can have negative impacts on the environment, such as greenhouse gas emissions and air pollution. Therefore, electric vehicles could be a potential solution to reduce these impacts. However, it cannot be denied that there are several barriers to the adoption of electric vehicles. Through the Theory of Planned Behavior (TPB) analysis, this study explores the influence of attitudes toward behavior, subjective norms, and perceived behavioral control on the intention to purchase electric vehicles among millennials. Additionally, it examines the motivations of millennials in their purchase intentions and the moderating role of gender in the intention to buy electric vehicles. The study sample consists of millennials living in the Jabodetabek area with an interest in electric vehicles. A quantitative method with a Structural Equation Modeling (SEM)-PLS approach is used to analyze the relationships among the variables studied. The results show that TPB and motivation influence the intention to purchase electric vehicles among millennials in Jabodetabek. Meanwhile, gender moderation only influences the relationship between perceived behavioral control and the intention to buy electric vehicles among millennials in Jabodetabek.

**Keywords:** Electric Vehicles, Purchase Intentions, Theory of Planned Behavior (TPB), Millennials, Gender

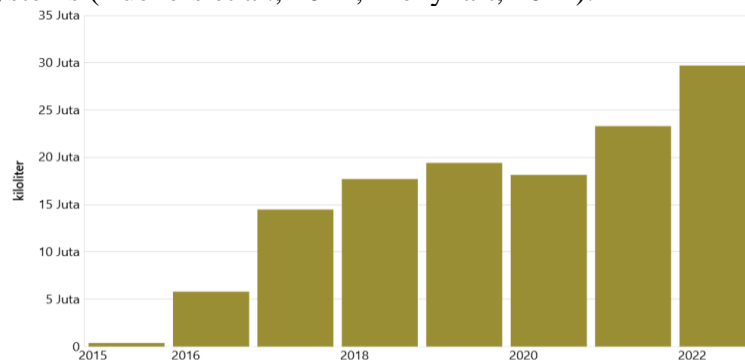
## INTRODUCTION

Global warming is one of the most pressing environmental challenges facing the world today. This phenomenon is driven by an increase in the Earth's average temperature, primarily caused by greenhouse gas emissions. The Intergovernmental Panel on Climate Change (IPCC, 2018) has emphasized that mitigating global warming requires substantial efforts to reduce emissions across multiple sectors, including transportation. As the number of vehicles continues to grow worldwide, the transportation sector has become a major contributor to emissions that accelerate environmental degradation. In Indonesia, the transportation sector is the largest consumer of energy primarily relying on fossil fuels. Figure 1 shows that this sector ranks highest in national energy consumption (Kusnandar, 2022).



**Figure 1**  
**Sectors with the Highest Energy Consumption in Indonesia in 2021**

In 2022, RON 90 fuel remained the dominant source of national energy consumption in Indonesia, accounting for 29.68% of total usage (Ahdiat, 2023), as illustrated in Figure 2. This continued reliance on fossil fuels highlights significant long-term environmental concerns. One increasingly adopted solution, both globally and in Indonesia, is the transition to electric vehicles (EVs). EVs are considered environmentally friendly alternatives, as they generate no exhaust emissions during operation, thereby contributing to reduced air pollution and fossil fuel dependency (Dogan & Ozmen, 2019). Furthermore, when powered by renewable energy sources, EVs facilitate the shift toward cleaner and more sustainable transportation systems (Buekers et al., 2014; Menyhart, 2024).



**Figure 2**  
**RON 90 Fuel Consumption (2022)**

In Indonesia, electric vehicle (EV) sales increased significantly from 3,192 units in 2021 to 15,437 units in 2022 (Gaikindo, 2022). This indicates growing public acceptance of EVs as an efficient and eco-friendly alternative. However, several challenges remain that may hinder the development of EVs in Indonesia (Waluyo, 2024). A study by Populix (2024) revealed that consumer concerns regarding battery longevity during trips constitute the primary barrier to EV adoption. Limited driving range and inadequate charging infrastructure further impede the integration of EVs into daily mobility. Moreover, the relatively high purchase price, along with uncertainties surrounding long-term durability and performance, contributes to consumer hesitancy, discouraging many from transitioning to EVs (Ju et al., 2021; Whittle et al., 2019).

Understanding consumer behavior in the adoption of electric vehicles (EVs) is essential, particularly given the various challenges associated with the transition process. One widely recognized framework for analyzing the factors that influence consumer intentions is the Theory of Planned Behavior (TPB). For instance, Moons et al. (2015) employed the TPB to predict consumer interest in adopting EVs. In addition, consumer motivation plays a pivotal role in accelerating EV adoption, as it significantly shapes consumer intentions to embrace this technology (Rezvani et al., 2018). Such motivations are often influenced by growing awareness of sustainability issues and heightened environmental concerns (Almansour, 2022).

In the context of electric vehicles (EVs), the millennial generation represents a promising market segment. This demographic demonstrates a high level of awareness and commitment to environmentally friendly technologies (Seskhumbong, 2024). Millennials are generally more receptive to sustainability-focused solutions and show a strong preference for EVs (Naan & Seong, 2022). Moreover, several studies suggest that gender also influences EV adoption. Research conducted in Western countries indicates that women tend to have a higher intention to purchase EVs compared to men (Jayasingh et al., 2021). Similar findings were observed in China, where women exhibited more favorable attitudes toward EVs and related supportive policies (Yang et al., 2019).

Accelerating the adoption of electric vehicles (EVs) as a strategy to reduce greenhouse gas emissions has become a priority for both governments and automotive companies. Therefore, a comprehensive understanding of the factors influencing EV purchase intentions, particularly among the millennial generation, is essential. The Theory of Planned Behavior (TPB) combined with consumer motivation theory, offers a relevant framework for examining the formation of EV purchase intentions among millennials in Jabodetabek.

This study aims to provide strategic insights to support the development of Indonesia's electric vehicle (EV) market. Focusing specifically on millennial consumer behavior is crucial for understanding their perceptions of EVs and how these perceptions influence their purchasing intentions. Furthermore, by incorporating gender as a moderating variable, this research seeks to identify potential differences in purchase intentions between male and female consumers. A comprehensive analysis of the moderating effects of gender and consumer behavioral characteristics on EV purchase intentions will offer valuable guidance for developing more targeted and effective marketing strategies within this emerging market.

## REVIEW OF LITERATURE

### Electric Vehicle

Electric vehicles (EVs) are powered by electrical energy, unlike conventional vehicles that rely on fossil fuels such as gasoline or diesel (Pollet et al., 2012). They are designed to address various environmental and energy-related challenges resulting from fossil fuel dependence, including increased carbon dioxide emissions, air pollution, and climate change (Bonges & Lusk, 2016). Electric vehicles demonstrate significantly higher energy efficiency compared to conventional internal combustion engine vehicles. They are capable of converting up to 70% of the energy stored in their batteries into mechanical power for propulsion. In contrast, conventional vehicles typically convert only 12% to 28% of the energy derived from fuel into useful motion. The majority of the remaining energy is dissipated as heat, primarily due to the inherent inefficiencies of the combustion process (Alanazi, 2023).

### Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a widely applied framework for understanding the factors influencing an individual's intention to engage in a specific behavior. According to TPB, behavioral intention is shaped by three key components: attitude, subjective norms, and perceived behavioral control (Xu et al., 2020). Attitude refers to an individual's overall positive or negative evaluation of performing the behavior. Subjective norms involve perceived social pressure from important others to engage or not engage in the behavior. Perceived behavioral control reflects the individual's assessment of the ease or difficulty of performing the behavior, influenced by past experiences and anticipated obstacles (Ajzen, 1991). These three components collectively interact to determine an individual's behavioral intention.

### Motivation

Motivation is the driving force that propels an individual to take action, arising from needs or desires seeking fulfillment. These needs range from basic requirements such as comfort and efficiency to higher-level aspirations like supporting environmental sustainability or staying updated with technological trends. As an internal drive, motivation encourages individuals to act (Schiffman & Kanuk, 2008). Schiffman & Kanuk (2008) categorize motivation into two types: intrinsic and extrinsic. Intrinsic motivation originates from within the individual, rooted in personal needs and values. In contrast, extrinsic motivation is driven by external factors that influence consumers' perceptions and decisions. Both forms of motivation play essential roles in shaping consumer behavior. Understanding the interaction between intrinsic and extrinsic motivation provides a comprehensive perspective on why and how consumers make purchasing decisions.

### Purchase Intention

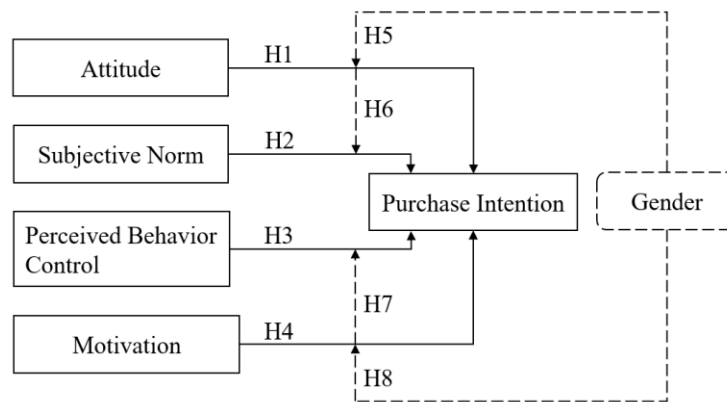
Purchase intention is a measure of how likely a consumer is to purchase a particular product, where high interest will impact the chances of a decision to purchase the product (Schiffman and Kanuk, 2008). Intention reflects the consumer's expectation or desire to take specific actions aimed at acquiring and using the offered goods or services. It functions as a strong internal drive motivating an individual to perform certain behaviors, especially in the context of purchasing (Sumarwan, 2011). Thus, purchase intention is an important indicator for understanding consumer behavior as it represents the initial step toward actual buying

behavior.

**Gender**

Gender is understood as the set of traits, roles, and expectations ascribed to men and women, shaped largely by social and cultural constructions rather than solely by biological differences (Anggriani & Indasari, 2018). Wong et al. (2014) emphasize that gender differences significantly influence how individuals process information and make decisions. Thus, gender not only reflects biological distinctions but also encompasses social dimensions that manifest in diverse attitudes and behaviors. Given that men and women often display different patterns in shopping behavior, this study investigates the role of gender in shaping purchase intention, with a particular focus on how gender-based differences affect consumer decisions regarding electric vehicles.

**Research Framework**



**Figure 3**  
**Research Framework**

**RESEARCH METHOD**

This study is a quantitative research design targeting millennials in the Jabodetabek area who are interested in electric vehicles. The sampling method follows a quota sampling approach with quotas determined based on the population proportions of each region, according to data from Statistics Indonesia (BPS, 2019). A total of 166 respondents were selected based on Hair et al. (2018), which recommends a minimum sample size of five times the number of indicators in this case, 33 indicators × 5. The sample size was also adjusted to ensure gender balance. The allocation of respondents per region was calculated proportionally to the total Jabodetabek population of 24,465,024 (BPS, 2019), using the following calculations:

1. Calculating the proportion for each region in Jabodetabek

$$\text{Region proportion} = \left( \frac{\text{Population of a Jabodetabek region}}{\text{Total population of Jabodetabek}} \right) \times \text{Total sample}$$

2. Calculating the number of respondents from each Jabodetabek region

$$\text{Respondents per region} = \frac{\text{Region population} \times \text{Total number of respondents}}{\text{Total population of Jabodetabek}}$$

3. Calculating the percentage contribution of respondents from each region in Jabodetabek

$$\text{Percentage of respondents per region} = \left( \frac{\text{Number of respondents per region}}{\text{Total number of respondents}} \right) \times 100\%$$

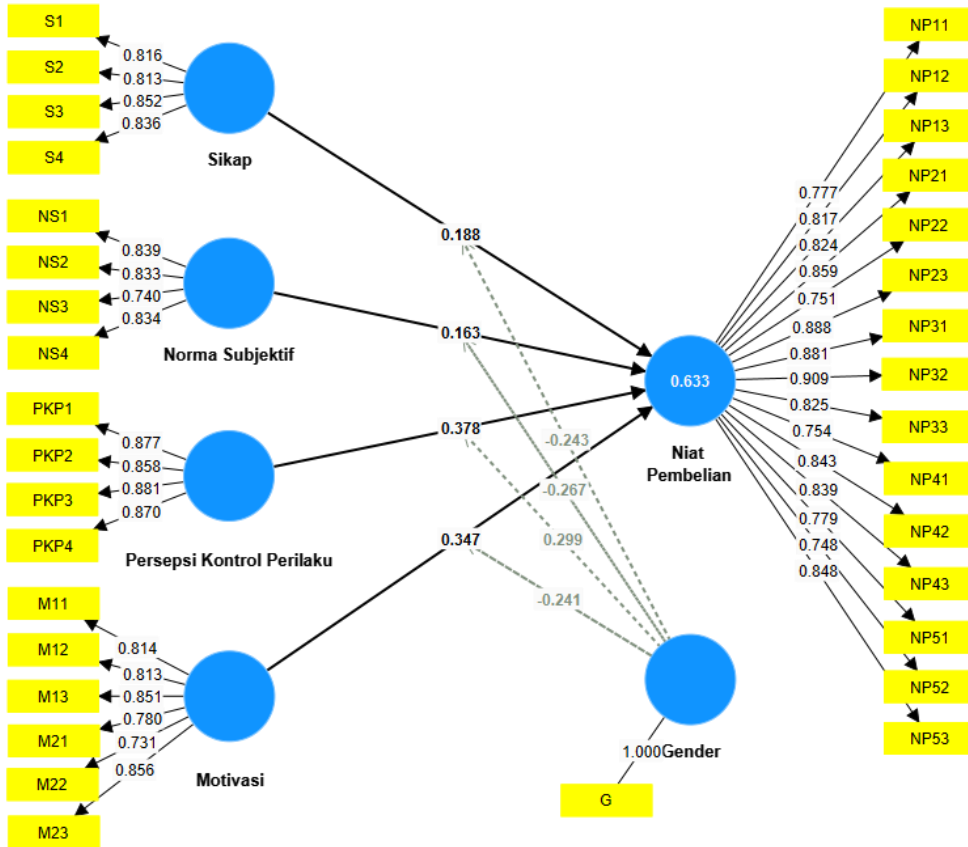
**Table 1**  
**Details the Regional Distribution of Respondents**

Regional	Population	Present (%)	Respondents
Jakarta	10.557.810	43,27%	72
Bogor	5.965.410	24,70%	40
Depok	2.406.826	9,64%	17
Tangerang	1.771.092	7,23%	12
Bekasi	3.763.886	15,06%	25
Total	24.465.024	100%	166

Data were analyzed descriptively using a 5-point Likert scale. Hypothesis testing was performed using Structural Equation Modeling with Partial Least Squares (SEM-PLS), selected for its suitability with small samples and minimal assumptions regarding data normality. Moderation effects were assessed using Moderated Regression Analysis (MRA).

## RESULTS AND DISCUSSION

A total of 166 respondents participated in this study, selected through quota sampling. The sample comprised 83 males (50%) and 83 females (50%), ensuring gender balance. The largest proportion of respondents (44%) were aged between 30 and 34 years. The majority were employed in the private sector (42.2%) and reported a monthly income between IDR 10,000,001 and IDR 15,000,000 (41.6%). Additionally, 53% of respondents owned a conventional vehicle, whereas only 0.6% reported ownership of an electric vehicle.



**Figure 4**  
**Outer Model**

Figure 4 represents the outer model, illustrating several key elements in the SEM-PLS analysis. Outer loadings represent the relationship between each indicator and its corresponding construct, indicating how well each indicator reflects the main constructs: Attitude, Subjective Norm, Perceived Behavioral Control, Motivation, and Purchase Intention. Additionally, the path coefficients reveal the strength of influence among constructs, particularly the effects of Attitude, Subjective Norm, Perceived Behavioral Control, and Motivation on Purchase Intention. The R Square ( $R^2$ ) value of 0.633 for the Purchase Intention construct indicates that 63.3% of the variation in purchase intention can be explained by the constructs Attitude, Subjective Norm, Perceived Behavioral Control, and Motivation. This suggests that the developed model has a fairly good ability to explain the factors influencing consumers' purchase intentions.

**Table 2**  
**Hypothesis Test**

	Original sample	T Statistics	P Values	Hypothesis	Description
Attitude → Purchase Intention	0.187	2.060	0.020	H1	Accepted
Subjective Norms → Purchase Intention	0.157	2.169	0.015	H2	Accepted

Perceived Control Intention	Behavioral Purchase	→	0.374	4.201	0.000	H3	Accepted
Motivation Intention	Purchase	→	0.352	3.944	0.000	H4	Accepted
Gender x Purchase Intention	Attitude	→	-0.248	1.653	0.049	H5	Rejected
Gender x Intention	Subjective Purchase	→	-0.229	1.906	0.028	H6	Rejected
Gender x Purchase Intention	Perceived Behavioral Control	→	0.297	2.596	0.005	H7	Accepted
Gender x Purchase Intention	Motivation	→	-0.238	1.828	0.034	H8	Rejected

An independent samples t-test was conducted to examine differences between male and female groups, as summarized in Table 3.

**Table 3**  
**Independent T-test**

Variable	Gender	Mean	Std. Deviation	Sig. (2-tailed)
Attitude	Male	15,77	3,148	0,321
	Female	15,27	3,397	
Subjective Norms	Male	14,10	3,818	0,001
	Female	15,99	3,227	
Perceived Behavioral Control	Male	14,86	3,261	0,317
	Female	14,20	4,918	
Motivation	Male	22,10	5,179	0,025
	Female	23,93	5,249	

**H1: Attitude has a positive and significant influence on the purchase intention of electric vehicles among millennials in Jabodetabek.**

Based on Table 1, the P-value of 0.020 (< 0.05) and T-statistic of 2.060 (> 1.96) indicate that attitude has a positive and significant effect on the purchase intention of electric vehicles. The more positive the attitude of Jabodetabek millennial consumers towards electric vehicles, the greater their intention to purchase. This finding reinforces the relationship between attitude and purchase intention, consistent with the results of studies by Kaplan et al. (2016), Aryadhe et al. (2018), and Yeğın et al. (2022). Therefore, a positive attitude among millennials in Jabodetabek is an important factor in increasing the purchase intention of electric vehicles.

**H2: Subjective norms have a positive and significant influence on the purchase intention of electric vehicles among millennials in Jabodetabek.**

Table 1 shows a P-value of 0.015 (< 0.05) and a T-statistic of 2.169 (> 1.96), which demonstrate that subjective norms have a positive and significant effect on the purchase

intention of electric vehicles. This means that the stronger the social pressure or expectations perceived by millennial consumers in Jabodetabek from their surroundings, the higher their purchase intention of electric vehicles. Subjective norms reflect social influences that affect purchasing decisions support from close acquaintances motivates consumers to buy. These results align with the findings of Aryadhe et al. (2018), Riverso et al. (2023), and Buhmann et al. (2024).

**H3: Perceived behavioral control has a positive and significant influence on the purchase intention of electric vehicles among millennials in Jabodetabek.**

Based on Table 1, a P-value of 0.000 ( $< 0.05$ ) and a T-statistic of 4.201 ( $> 1.96$ ) indicate that perceived behavioral control has a positive and significant effect on the purchase intention of electric vehicles. The higher the perceived behavioral control among millennials in Jabodetabek, the greater their purchase intention of electric vehicles. This finding is consistent with the studies by Yeğın et al. (2022) and Riverso et al. (2023), which emphasize that perceived behavioral control is an important factor in electric vehicle purchase decisions. Consumers who feel they have full control over the purchasing process tend to be more confident and decisive in making their decisions.

**H4: Motivation has a positive and significant influence on the purchase intention of electric vehicles among millennials in Jabodetabek.**

Table 1 shows a P-value of 0.000 ( $< 0.05$ ) and a T-statistic of 3.944 ( $> 1.96$ ), demonstrating that motivation has a positive and significant effect on the purchase intention of electric vehicles. The higher the motivation among millennials in Jabodetabek, the greater their purchase intention of electric vehicles. This finding aligns with Abbasi et al. (2022) and Rezvani et al. (2018), who emphasize motivation as a key factor in shaping the purchase intention of electric vehicles.

**H5: Gender moderates the effect of attitude on the purchase intention of electric vehicles among millennials in Jabodetabek.**

The results of the study indicate that gender does not moderate the effect of attitude on the purchase intention of electric vehicles among millennials in the Greater Jakarta area. Although the p-value of  $0.049 < 0.05$  suggests a potential effect, the T-statistic value of  $1.653 < 1.96$  indicates that the effect is not statistically significant. Therefore, H5 is rejected. In addition, the t-test results show no significant difference between male and female attitudes toward the intention to purchase electric vehicles, with a p-value of  $0.321 > 0.05$ . These findings differ from the studies of Wang et al. (2022) and Bhutto et al. (2021), which found that men tend to have stronger attitudes and purchase intentions toward Battery Electric Vehicles (BEVs). Meanwhile, Pinem (2018) suggested that women are generally more environmentally conscious and are more willing to pay a premium for eco-friendly products compared to men.

**H6: Gender moderates the effect of subjective norms on the purchase intention of electric vehicles among millennials in Jabodetabek.**

The results of the study indicate that gender does not moderate the effect of subjective norms on the purchase intention of electric vehicles among millennials in the Greater Jakarta area. Although the p-value of  $0.001 < 0.05$  indicates a potential influence, the T-statistic value of  $1.906 < 1.96$  shows that the effect is not statistically significant. Therefore, H6 is rejected. However, the t-test results reveal a significant difference in subjective norms between male and female respondents (p-value =  $0.001 < 0.05$ ), with females reporting a higher average

score for subjective norms (15.99) compared to males (14.10). This indicates that women are more influenced by social perceptions in making electric vehicle purchase decisions. These findings are consistent with Liu et al. (2019), who stated that women's purchasing decisions are more strongly influenced by social norms than those of men.

**H7: Gender moderates the effect of perceived behavioral control on the purchase intention of electric vehicles among millennials in Jabodetabek.**

The results of the study show that gender moderates the effect of perceived behavioral control on the purchase intention of electric vehicles among millennials in the Greater Jakarta area. This is supported by a p-value of  $0.005 < 0.05$  and a T-statistic of  $2.596 > 1.96$ , indicating that H7 is accepted. This means that gender strengthens the relationship between perceived behavioral control and purchase intention. However, the t-test results show no significant difference in perceived behavioral control between male and female respondents (p-value =  $0.17 > 0.05$ ), suggesting that both genders have a relatively similar level of perceived behavioral control. Despite the absence of a direct difference, gender still plays a role in reinforcing the relationship. These findings are consistent with Zhang (2022), who found that gender moderates the relationship between psychological factors and the purchase intention of new energy vehicles (NEVs).

**H8: Gender moderates the effect of motivation on the purchase intention of electric vehicles among millennials in Jabodetabek.**

The study shows that gender does not moderate the effect of motivation on the purchase intention of electric vehicles among millennials in the Greater Jakarta area. Although the p-value of  $0.034 < 0.05$  indicates a potential effect, the T-statistic value of  $1.828 < 1.96$  suggests that the effect is not statistically significant. Therefore, H8 is rejected. The t-test reveals a significant difference in motivation between males and females (p-value =  $0.025 < 0.05$ ), with females exhibiting higher motivation (23.93) compared to males (22.10). This indicates that females are more motivated to purchase electric vehicles, possibly due to environmental concerns or social values. However, gender is not strong enough to moderate the relationship between motivation and purchase intention. These findings contrast with Jaiswal et al. (2024), who reported that men are more likely to consider purchasing electric vehicles.

## CONCLUSION

This study shows that the majority of millennials in Jabodetabek currently use conventional vehicles, with only one respondent owning an electric vehicle. This indicates that the adoption of electric vehicles among millennials is still low, despite growing awareness of environmentally friendly transportation. Based on the Theory of Planned Behavior (TPB), positive attitude, subjective norms, and perceived behavioral control have been shown to significantly influence the purchase intention of electric vehicles. In other words, millennials who hold positive views toward electric vehicles, receive social support, and feel capable of using or controlling electric vehicles tend to have higher purchase intentions. Moreover, motivation related to environmental awareness also has a significant positive effect, confirming that internal drives toward sustainability encourage the intention to switch to electric vehicles. Gender serves only as a moderating variable in the relationship between perceived behavioral control and purchase intention, where it strengthens this

relationship. However, gender does not significantly moderate the effects of attitude, subjective norms, or motivation on purchase intention.

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